

THE MERCHANDISE YOU NEED FOR YOUR CHRISTMAS BUSINESS

is shown in the enclosed

1926 EVERSHARP and WAHL PEN CATALOG

BUSINESS goes to the merchant who has the assortment to tempt the careful buyer. Never is this truer than at Christmas time. The Christmas shopping season is here. Be sure you get all the business you're entitled to.

Use the catalog AND THE ORDER BLANK ENCLOSED to round out your stocks before the last rush of buying starts.



THE WAHL COMPANY, 1800 Roscoe Street, CHICAGO

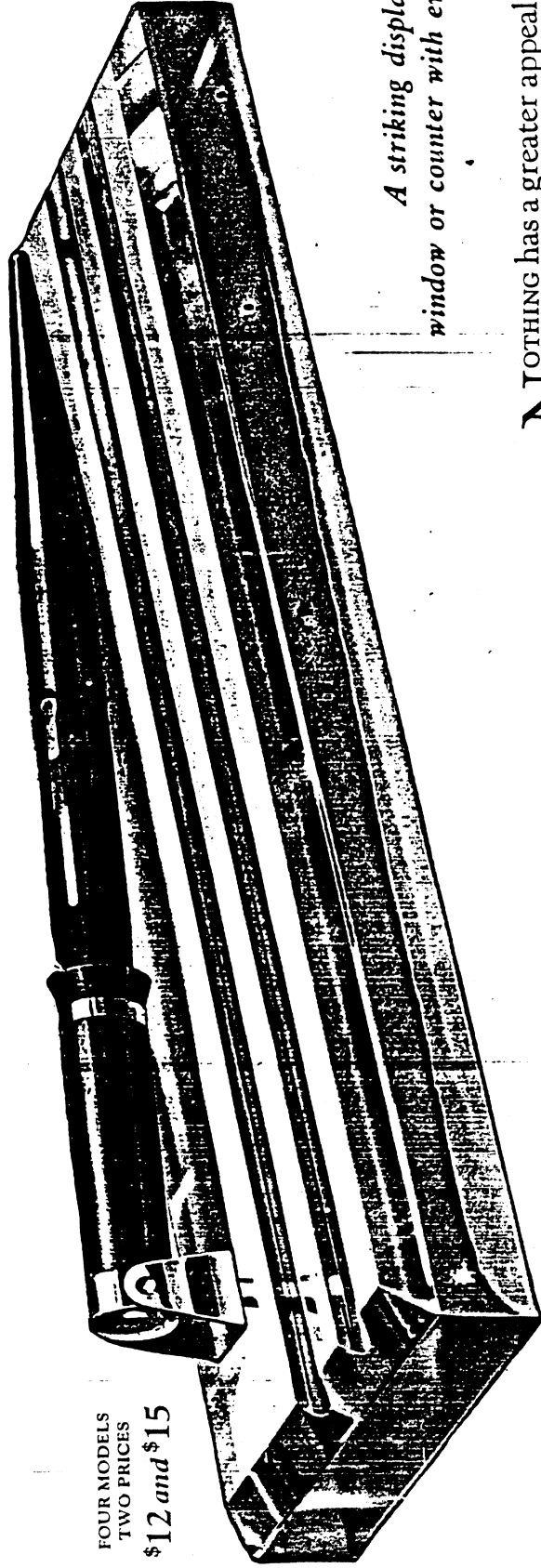
429 Broadway, New York City

55 New Montgomery Street, San Francisco

Here is Something Entirely New That is a Sure-Fire Hit for Christmas



The Wahl Fountain Pen Desk Set



FOUR MODELS
TWO PRICES
\$12 and \$15

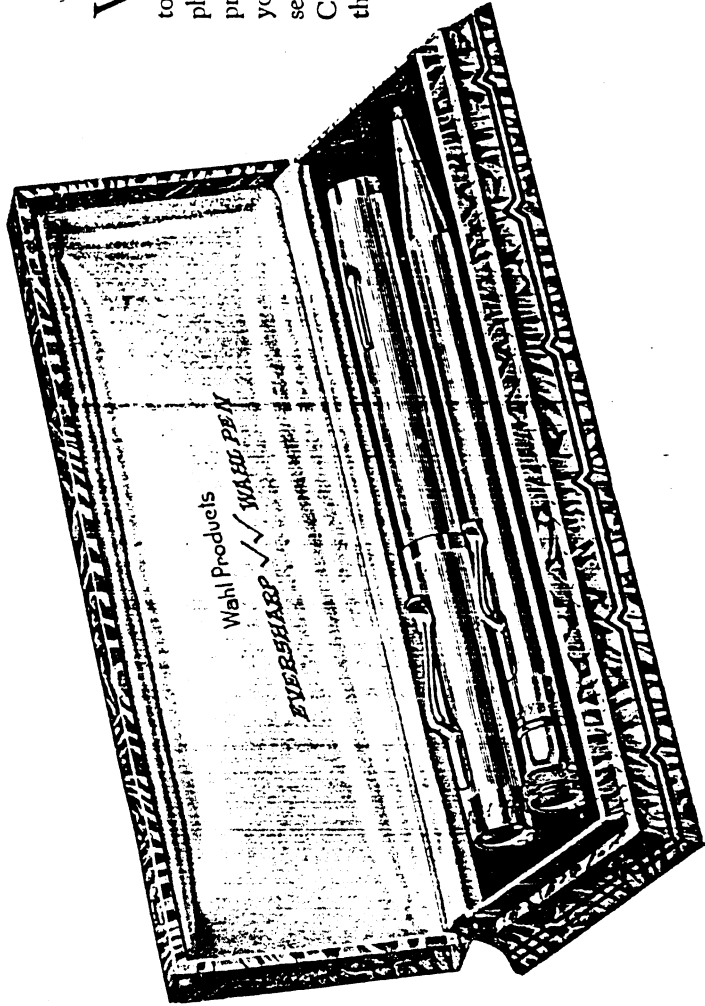
*A striking display card for
window or counter with every order!*

- | | | | |
|---|--|--|---|
| <p>Desk Set No. 1
Heavy Clear Plate Glass Base, double grooved, beveled, and polished. Equipped with Plain Black Rubber Pen, tapered end, gold-filled lever and trim, No. 4 nib. Price, \$12.00.</p> | <p>Desk Set No. 2
Heavy Black Glass Base, double grooved, beveled, and polished. Equipped with Yellow Gold-Filled Metal Pen, Grecian Border Design, tapered end, No. 4 nib. Price, \$15.00.</p> | <p>Desk Set No. 5
Heavy Clear Plate Glass Base, double grooved, beveled, and polished. Equipped with Yellow Gold-Filled Metal Pen, Grecian Border Design, tapered end, No. 4 nib. Price, \$15.00.</p> | <p>Desk Set No. 6
Heavy Black Glass Base, double grooved, beveled, and polished. Equipped with Plain Black Rubber Pen with tapered end, gold-filled lever and trim, No. 4 nib. Price, \$12.00.</p> |
|---|--|--|---|

NOTHING has a greater appeal to Christmas buyers than novelty. Here is a gift which is not only new, but richly beautiful and intensely practical—a most attractive and modern writing set for every home or office desk. It puts an end to desk clutter and supplies the last word in neatness and utility.

(Note: Because of its novelty appeal the Desk Set line is one of a group of items known as "Specials." These specials are not subject to the usual return-for-exchange privilege, extended on other current Wahl merchandise, and are therefore not listed in the general catalog.)

Wahl Combination Sets — the Ideal Christmas Gifts



WAHL COMBINATION SETS, and individual Wahl Pens and Eversharps in gold and silver, approach as nearly to the ideal in Christmas gifts as it is possible to get. Their beauty of design and finish is instantly recognized; they have an atmosphere of luxury that suggests value to the recipient of the gift; and they have a practical value which will make itself felt day after day and year after year. When you recommend Wahl Gift Sets, you have the satisfaction of knowing that you are selling gifts as useful as they are beautiful.

Check your stock now, to be sure it is ample to satisfy the always heavy demand for this gift merchandise. Order what you need before it is too late.

A CHRISTMAS GREETING CARD WITH EVERY WAHL GIFT ITEM

With every Wahl Gift Box now being shipped is enclosed the sentiment shown at the right—*The Gift of Words*—engrossed on parchment note paper. To it the giver adds his own signature, making it a distinctive personal message. An additional supply of these cards for merchandise now in stock will be sent free on request. A beautiful display card showing *The Gift of Words* in enlarged size (10 by 14 inches) will also be sent on request.

THE complete Wahl line is being heavily advertised during December in national magazines and in newspapers in the principal cities. The two-page spread in colors which appears in the December 5th Saturday Evening Post is reproduced on the next page. Advertising such as this is sure to bring you lots of business if you tie up with it through window display and your own advertising. Display material, newspaper electros, and cuts of individual items furnished free. See reproductions of dealer newspaper advertisements on last page of this folder.



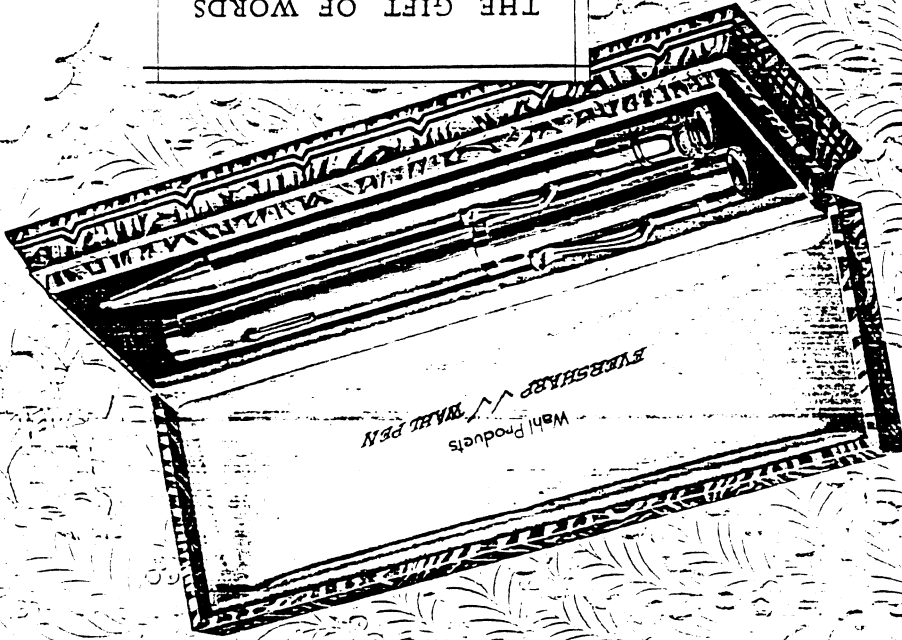
THE GIFT OF WORDS

HOW welcome are the words that carry Friendship! They have that wondrous power of setting Time and Space aside, bringing to life upon the written page, the smile, the handclasp, and the voice itself! (Though you and I may not see each other often, we still can keep these couriers of friendship speeding back and forth between us. You will find them here ready to your hand in this little gift that holds so much the greater Gift. (Given at the season of Good Tidings and Good Will, may these serve you faithfully and be a pleasant reminder of the giver for many and many a year.

The big Saturday Evening Post spread reproduced on the next page will make a business-getting window poster to round out your Christmas display. Use enclosed stickers.

Gift suggest Eversharp

THE SATURDAY EVENING POST



THE GIFT OF WORDS

Oh welcome are the words
that carry Friendship!
They have that wondrous
power of setting Time
and Space aside, bringing to life
upon the written page, the smile,
the handclasp, and the voice itself!
Though you and I may not see each
other often, we still can keep these
couriers of friendship speeding back
and forth between us. You will find
them here ready to your hand in
this little gift that holds so much
the greater Gift. Given at the
season of Good Tidings and Good
Will, may these serve you faithfully
and be a pleasant reminder of the
giver for many and many a year.

Your Name

© 1925, The Wahl Co.

The foregoing sentiment appropriate to
Christmas, engraved on special correspond-
ence notepaper, is included with every Wahl
Gift Box, whether it be for the gold-filled
Wahl Pen and Pencil set shown above at
\$1.31 or the individually boxed Wahl Pen
or Eversharp. Your signature on this senti-
ment makes it your personal expression of
all that your gift conveys.

Large capacity ink
over-filled Wahl
Pen, only
\$5

Eversharp



The standard pen of
business, gold-filled
\$8

*Gold-filled
Wahl Pen*



Big barrel, big lead,
Eversharp... \$3



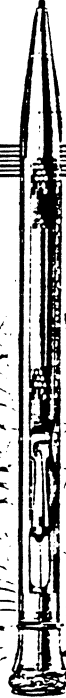
Gold-filled

An exquisite 14-k
Wahl Pen in dia-
mond design
\$30



The world over,
the standard gift
Eversharp: gold-
filled
\$5

Eversharp



Gifts from the Fountain Pen Counter



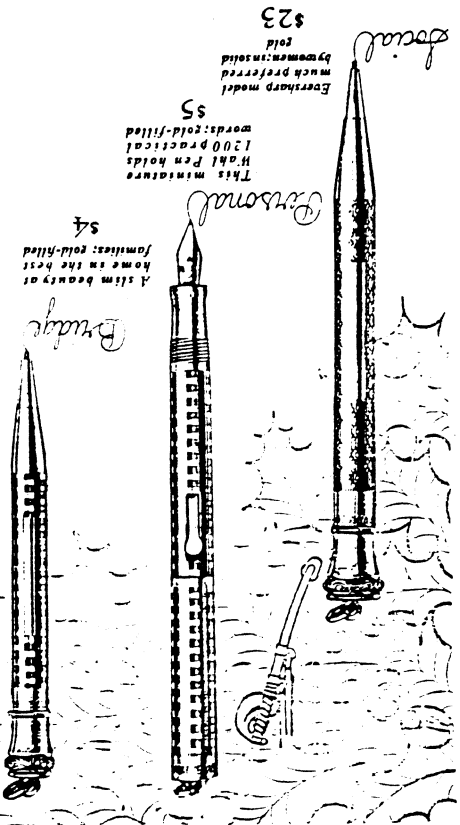
THE SATURDAY EVENING POST

Gifts that Anyone Would
Like to Receive

SURELY, the finest thing about any Christmas gift is the sentiment of friendship. Nothing, however costly, takes its place. But the best gift is better, when it is the gift your friend would like to receive. To find such gifts, you have only to visit any counter where the new Eversharp and Wahl Pens are shown. Either singly or in combination, these fine articles of personal use and adornment meet every gift requirement. They are offered in a wide variety of beautiful designs. They are priced to suit your purse. They are known the world over for their value.

THE WAHL COMPANY, 1800 Roscoe Street, Chicago, Illinois
Made in Canada by THE WAHL CO., Ltd., Toronto

The New EVERSHARP and WAHL PEN

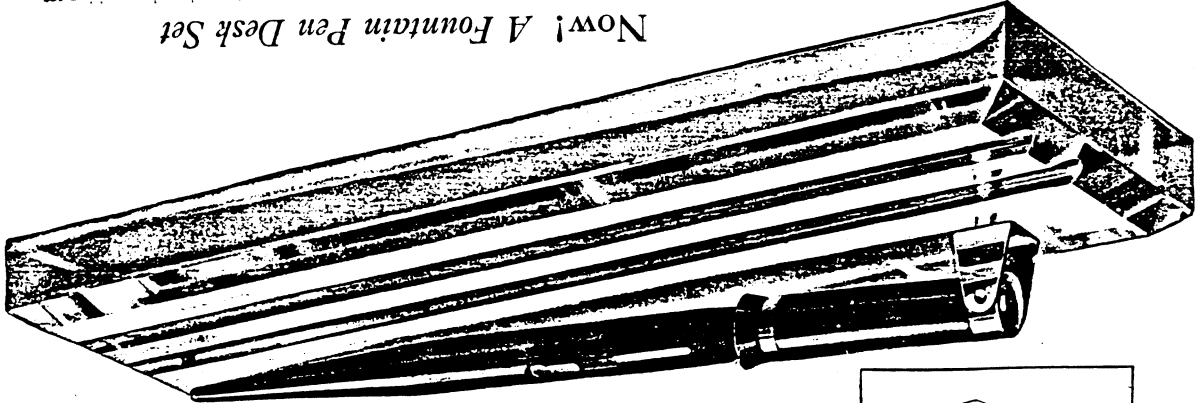


54
A slim beauty at home in the best families: gold-filled

55
This miniature Wahl Pen holds 1200 practical words: gold-filled

53
Eversharp model much preferred by women: solid gold

Special



Now! A Fountain Pen Desk Set

Here is something entirely new and universally needed. A most attractive and modern writing set for every home and office desk. It puts an end to desk clutter and supplies the last word in neatness and utility. A Wahl fountain pen gold-mounted on a beveled base of crystal or jet glass—\$12. With gold-filled Wahl pen, \$15. Originated and manufactured only by Wahl for Wahl Pens.

Free Electros for Your Own Christmas Newspaper Advertising

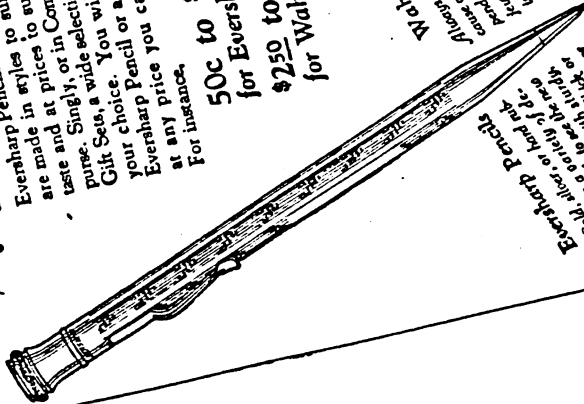
Here are four new advertisements in single- and double-column size for your own newspaper advertising. If you are in a city where Wahl Christmas newspaper copy is appearing, run them in the same issues (December 1, 8, 15, and 22). Order electros by number on the regular merchandise order blank enclosed in the catalog.

friendship

The Christmas season is your opportunity to build new friendships and renew the old. Gifts are the beautiful and practical are the best expression of your thought and feeling.

Everharp Pencils and Wahl Pens are made in styles to suit every taste and at prices to suit every purse. Singly, or in Combination Gift Sets, a wide selection invites your choice. You will find an Everharp Pencil or a Wahl Pen at any price you care to pay.

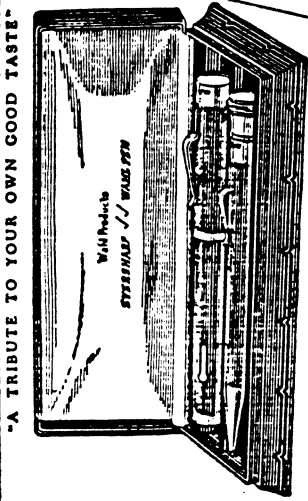
For instance,
50c to \$6.00
 for Everharps
\$2.50 to \$9.00
 for Wahl Pens



Wahl Pens
 Always please give the name of the store where you bought them. If you are in a city where Wahl Pens are being sold, you will find them in every store that carries stationery. The correct name of the store is printed on the Wahl Pen. You will find the name of the store on the Wahl Pen. You will find the name of the store on the Wahl Pen.

DEALER'S NAME

No. 11888-2 cols. x 8 1/2 inches



"A TRIBUTE TO YOUR OWN GOOD TASTE"

GIFT SETS

for men and for women

The gifts you choose are more than friendship tokens. They express your taste, define your standards of judgment. See that they do you justice.

Wahl Gift Sets are a lasting tribute to good taste. Attractive, guaranteed, and mechanically perfect. The choice of design and finish is yours—in gold, silver, or rubber, at whatever price you want to pay. We carry a fine selection, priced from

\$4.50 to \$15.00

Get the new Everharp with sturdy, exclusive bent tip. Think of thin lead, Red, Black or mottled silver. New or gold filled trimmings. \$1 and \$1.50. Wahl Pen in one.

DEALER'S NAME AND ADDRESS

No. 187-2 cols. x 6 inches



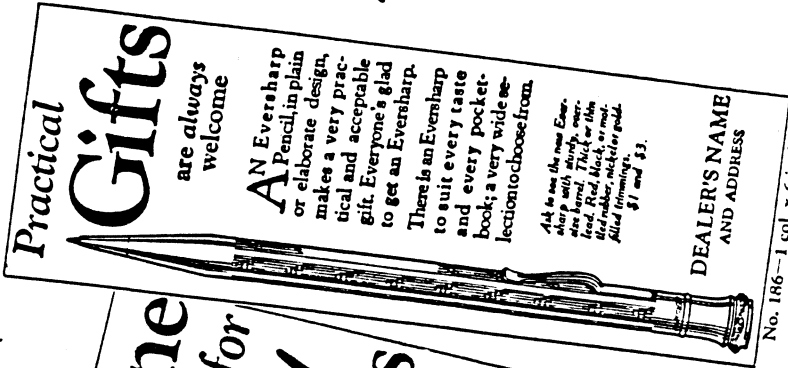
Give this fine GIFT for Christmas

There has never before been a gift like this Wahl Fountain Pen Desk Set. A Wahl base of crystal or jet glass, on a beveled and modern writing set for any home or office desk, it supplies the last word in neatness and utility.

You will like its moderate price, too—only \$12 with gold filled Wahl Pen, \$15. The Fountain Pen Desk Set is an original, exclusive product—manufactured only by Wahl, maker of the world-famous Everharp Pencils and Wahl Pens. Everharp and Wahl gifts for Christmas.

DEALER'S Name and Address

No. 189-2 cols. x 7 1/2 inches



Practical Gifts are always welcome

AN Everharp Pencil, in plain or elaborate design, makes a very practical and acceptable gift. Everyone's glad to get an Everharp. There is an Everharp to suit every taste and every pocket-book; a very wide selection to choose from.

Ask to see the new Everharp pencils with sturdy, exclusive bent tip. Think of thin lead, Red, Black, or mottled silver. New or gold filled trimmings. \$1 and \$1.50.

DEALER'S NAME AND ADDRESS

No. 186-1 col. x 6 inches

MEMO

- Order Desk Sets
- Order extra "Gift of Words" cards if needed (no charge)
- Check stock for Wahl Gold and Silver Pens, Pencils, Sets
- Check stock for new Oversize Everharps with thick and thin leads
- Check stock for new Red and Mottled Signature Pens
- Order newspaper electros
- Use order blank in catalog for all your Christmas needs